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 - ☐ Eighth page ad (business card) for \$250
 - ☐ Table-top display for \$400

Send your check payable to RCAC by August 1, 2008 to the following address:

RCAC
3120 Freeboard Drive, Suite 201
West Sacramento, CA 95691
Attn: Susan Buntjer
Telephone: (916) 447-9832, Ext. 1009

Please provide us with your contact information:

Name: _____

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CORPORATE SPONSORSHIP CONTACT For questions regarding corporate sponsorship, please contact:
Jim Miwa Telephone: (916) 319-8483 E-mail: jmiwa@hcd.ca.gov

2008 Community Development Block Grant Conference September 3, 2008 - September 5, 2008

CONFERENCE SPONSORSHIP INFORMATION

CDBG - "Planting Seeds For Community Development"

This years Community Development Block Grant conference will feature a comprehensive three-day program for new CDBG practitioners as well as seasoned "veterans" of the State's CDBG Program.

One of the highlights of this year's conference will include special keynote speakers who will share their insights on contemporary issues affecting California's small and rural communities in the critical areas of housing, infrastructure development, and business expansion.

Similar to past CDBG conferences, we have designed a program covering all aspects of the CDBG Program which will also include the following special topics:

- What changes you can expect in the future and how these changes will impact your local programs and projects;
- Putting your program income revolving loan fund dollars to work;
- Using your local economic development plan to optimize the

- impact of your economic development planning, Enterprise Fund and Over-the-Count grants;
- Understanding labor standards, environmental review, housing law and your housing element; and
 - General and Economic Development Program roundtable discussions.

The conference will also have workshops to introduce "new tools" for your CDBG "toolkit" that will allow you to better serve your communities such as:

- How to use "green buildings and renewable technologies" in your housing and rehabilitation projects; and
- Project development financing – using other public and private funds to improve your CDBG infrastructure and business development projects.

A Conference "Agenda at a Glance" and additional information are available at www.hcd.ca.gov to view and download.



Rural Community
Assistance Corporation



DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

Why Your Corporate Support is Valued



MICROENTERPRISE

Monterey County Weekly's new solar energy system installed by BlueLine Power.

Since 1996, the **State Community and Development Block Grant Program** (CDBG) has hosted six statewide conferences, bringing together decision-makers and practitioners involved in the important work of creating better conditions for housing, economic growth and job creation. During this time, the CDBG program and its local program operators have conducted activities to meet the needs of moderate to lower-income people in small, typically rural communities. The goal has been, and the challenge continues to be to improve the quality of life of all citizens in California.

This year's conference continues our commitment to create a forum to inform, energize and stimulate our community development decision makers and representatives. The practice of community development requires us to work directly with communities to build up capacity in order to

improve their economic future by providing decent housing for its residents and stimulate businesses to start-up and grow.

Forming strong partnerships between local governments, businesses and community interests has been the cornerstone of the State CDBG program. CDBG dollars have been used to make communities more attractive to developers, businesses, workers, and supporting institutions.

If California communities are to remain viable, vibrant and growing, your participation and support of this conference should be important to you. Supporting community development will in the end pay dividends in the form of housing, infrastructure, public facilities, new small businesses and jobs, and savings. These are your future new customers and clients that will support you to grow.

Dear Community Development Colleague:

It gives me great pleasure to announce and invite you to participate in the Department of Housing and Community Development's 2008 Community Development Block Grant Conference. Our biennial conference will be held in the beauty of the California Wine Country at the Napa Valley Marriott Hotel and Spa on September 3-5, 2008.

Every two years, the housing and community development community comes together to exchange ideas on current and new practices, and to receive training to run their local CDBG programs. Most importantly, the conference is the place to discuss the important issues of "how to build stronger and better communities" in California.

For past as well as new corporate sponsors, you have an opportunity to increase your company's visibility to over 400 local and State government representatives and consultants attending the conference. This is your opportunity to contribute to the success of the conference, and to showcase your products and services to decision-makers involved in CDBG-funded housing and public infrastructure projects, and business development programs throughout California. All proceeds from your generous sponsorship will be used in support of the conference.

On behalf of the State Community Development Block Grant Program, I want to personally thank you for your support.

Sincerely,

Chris Westlake, Deputy Director
Division of Financial Assistance

The Benefits of Your Sponsorship

You have an opportunity to meet and network with over **400 decision-makers** involved in delivering **\$50 million** of State CDBG funding to local communities for:

- Single and multi-family housing construction and rehabilitation,
- Public facilities,
- Public infrastructure and public improvement projects,
- Funds for local public service programs, and
- Lending programs and loans to small businesses and microenterprises

You have an opportunity to **market your services and products** to:

- Local city and county elected officials and planning directors,
- State CDBG Representatives,
- Representatives from local nonprofits, and housing and economic development corporations,
- Community and economic development practitioners and providers,
- Program support consultants, and
- Lenders and loan service providers

Our Conference Sponsors Will Enjoy These Benefits

PLATINUM LEVEL – \$5,000

- Acknowledgment from the Podium during the Plenary and Luncheon
- Organization banner will be displayed prominently at the Plenary and Luncheon
- Receive full conference participation for two (2) representatives and/or guests of your choice.
- Priority selection for a Display Table Location in the Exhibit Area
- Company's profile and logo will be placed in the Conference Program*

GOLD LEVEL – \$2,250

- Acknowledgment from the Podium during the Plenary and Luncheon
- Receive full conference participation for two (2) representatives and/or guests of your choice.
- Priority selection for a Display Table Location in the Exhibit Area
- Company's profile and logo will be placed in the Conference Program*

SILVER LEVEL - \$1,250

- Receive full conference participation for one (1) representative and/or guest of your choice.
- Display Table in the Exhibit Area
- Company's logo will be placed in the Conference Program*

BRONZE LEVEL - \$400, \$325 and \$250

- Advertising space in the Conference Program for the following prices:
 1. Half page ad for \$400*
 2. Quarter page ad for \$325*
 3. Eighth of a page ad (business card) for \$250*
- Table-top display for \$400

* Artwork must be submitted in JPEG format by May 16, 2008



HOUSING

Vista Point Apartment Complex in Pacific Grove is a 49 unit apartment constructed to meet the housing needs for very low-income and low-income senior citizens.



COMMUNITY FACILITIES

Brawley Boys and Girls Club Teen Center was built with CDBG dollars and funds leveraged from the California Youth Authority, and local developer impact fees.



PUBLIC INFRASTRUCTURE AND BUSINESS LOANS

Bob Silva Ford opens new dealership in the City of Chowchilla with CDBG Over-the-Counter funds.



SMALL BUSINESS

Gonzalez Meat Market in Ivanhoe is a small business serving a need in rural areas.